



# **COLLEGE OF BUSINESS AND ECONOMICS**

## **DEPARTMENT OF MANAGEMENT**

### **MBA PROGRAM**

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AND**

**PRACTICES**

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**Title - Article Review Group Assignment**

**Article Title - Determinants of the Business  
Performance of Women Entrepreneurs in the  
Developing World context**

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## Summery

It's an interesting subject that the experts are researching: how successful are women entrepreneurs in developing country. As they explained entrepreneurship is characterized by severe resource constraints. The Resource-Based View (RBV) argues that resources contribute to the explanation of the company's competitive advantage. The RBV partly explains the creation of resource pools but does not explain how entrepreneurs deal with combining a company's resource pool within a constrained resource environment. Bangladesh RBV: Research from the RBV minimizes the importance of entrepreneurial judgment and initiative in describing business performance other than initiating the enterprise. In Bangladesh, women business owners make up 10% of all business owners. The majority of Bangladeshi women business owners operate their businesses, albeit not extensively. Because cultural norms govern most of their actions, the social environment may limit their choices. 90% of the population is Muslim, and according to the Islamic perspective, women must maintain purdah, which could impede their performance in the workplace. In reality, Bangladeshis' extremely marginalized social position may pose substantial challenges to creating their own businesses, making it difficult for women to pursue entrepreneurship there. In a developing country like Bangladesh, women entrepreneurs operate in a resource-constrained environment. There are reasons to assume that this is a constrained environment for the entrepreneurial activities and business performance of women entrepreneurs. We aim at identifying and exploring the determinants of women's entrepreneurship in such a developing country from a bricolage approach. Theoretically, we can enhance insight into how resources in combination impact Bangladeshi women entrepreneurs' performance. The study was conducted in the Jamalpur and Mymensingh districts of Bangladesh on 211 women. Women entrepreneurs have shops where they sell different types of handicraft products, for example, fabric,

bamboo, cane, jute, leather, and wooden products. Data were collected through a survey (i.e., executed as site visits) using a structured questionnaire. The social and business environment in terms of societal norms and customs is a hindrance to performance; the business environment does not affect the performance; combined Innovative-proactive EO and Risk-taking EO positively impact business performance. Based on this, we theoretically suggest that the (developed versus developing world) context should be added to Resource-Based Theory (RBT) to explain the possible ways a woman entrepreneur can deploy resources. Of women entrepreneurs is provided.

## **Evaluation**

The researchers chose a really intriguing and researchable subject. They brought up the matter, which is significant in industrialized nations. We have a lot of problems with women's entrepreneurship and entrepreneurial activity as students from impoverished nations. As the writers pointed out, there are a variety of factors that influence how well women succeed in Bangladesh. He developed the political system, the social environment, the religious environment, and the business environment from these factors. These circumstances have a negative impact on women's performance, whereas innovation and training have a beneficial impact. The author did not, however, elaborate on how the strength of each element examined affected his findings. It is sound and fascinating as a case study. They came to the conclusion that women's participation in the nation's business activities is crucial for the growth of emerging countries. I concur with them that, in order to achieve the development of the country, it is essential to permit women to participate in business operations. Islamic philosophy must be taken into account in respect to women's entrepreneurial performance because it prevents women from working in business. The study on religious impact is lacking in specifics, but it is an interesting application for future research and provides a starting point for other studies. Islamic religious thinking and traditional thinking are related, so they both provide problems for women. While women are encouraged to participate in business entrepreneurship training, it is not socially acceptable for them to attend school or other brief trainings.

## **The relevance and the contribution**

In our session on management theory and practice, I picked up a lot of new information. The article must be focused on a few key ideas and confined in scope to meet the course objective. However, it aids in the comprehension of some aspects of management theory, and it has encouraged me to approach problems from a broad perspective. The essay helped me

understand how some of the theoretical concepts were put into practice; we studied the theory in class.

### **Strength of the study**

The article contains very interesting information for the countries that are developing. The situation of underdeveloped or developing countries is not solely related to women, implying that there are numerous factors influencing the country's development. The participation of women in different business activities, with their high entrepreneur performance, is needed for the development of a country. This is clearly explained in the case of Bangladesh, and the factors influencing their active participation will be discussed in depth in the article.

The researchers employed surveying techniques to gather the information. The process of interviewer preparation and the method of preparing the interviewer for the success of data collection is the most intriguing thing I noticed in data collection systems. Different sets of people assessed the questioner to ensure a successful study to provide findings for the specified concerns. This is quite intriguing and advantageous for efficient study.

The study's findings form the basis for the conclusion made regarding the problem. The research's principal notion is supported by the way its thoughts flow and by the assumptions it draws from its findings. The article's organization and structure make it a good research study. It is highly beneficial for further research on the subject.

Limitation of the study where clearly stated.

### **Weakness of the study**

The performance of women in business activities was compared negatively in the article to social norms and the traditional way of life. The relevance of societal norms in determining women's efficiency was not investigated by the researcher. The researchers were at this stage swayed and prejudiced by western paradigms of thought. Understanding the tradition and assisting the women in their social setting is more important than putting western ideology on the tradition since the way the west views women is anti-human. This is the study's fundamental flaw, which reduces the hope for progress in emerging nations living in their traditional environments and makes the western way of life the only option. I don't agree with the article on this matter, therefore.

The researcher's findings indicate that the Islamic style of thinking has a detrimental effect on how well women do in commercial operations. I

concur that Islamic religion and thought do not consider women to be equal to males. Despite the fact that the writers brought up the subject, they avoided being too specific. They expressed the patriarch's viewpoint, but they also made an effort to research the circumstances, which validated their position.

On selection of sample for the study I don't observe any formal sampling formulas. For instance the formula used for selecting sample is:

$$\text{Sample size } n = N / (1 + Ne^2)$$

N: number of total women population

e: margin of error

The women population in Bangladesh on 2020 is 84 million, and if we use the sampling formula.

$$N = 84,000,000$$

Assume.  $e = 0.05$

$$n = 84000000 / (1 + 84000000 \times (0.05)^2)$$

Approximately the value of n is 400.

From this I realized that the sample selected weak and not enough for making general conclusion for the whole Bangladesh situation.

### **The relevance of the study according to Ethiopian context**

In Ethiopia today, there is an interesting involvement of female entrepreneurs in various business activities. And the environment is safe and comfortable for women. According to my observation, both women and men face the same challenge in business activity. It will be appropriate to implement in our country if the article is corrected or developed with additional research on social norms and improved according to the context of our country.